

TITLE OF THE INVENTION

Method of and System for implementing a business method conceived by
a consumer by participation of consumers

BACKGROUND OF THE INVENTION

1. Field of the Invention

The present invention relates to a method of and a system for implementing a business method conceived by a consumer that coincides with a basic conception of a business method of a company, in particular, to a method of and a system for implementing the business method quickly and originally by active participation of consumers via a communication network in not only conceiving the business method but also implementing.

2. Discussion of the Related Art

A company dealing with developing merchandise, the production or sales of goods, or service presentation, before making a start on a new business or a business that improves or expands the existing business, generally conceives and discusses a new business method within the company. And, an original business method or a method matching with public demand generally leads to increased consumption or use of goods or services. However, a discussion only within the company generally results in a narrow and stereotyped business method, because of lack of experience of the company, the cost of manufacture and the ease of production, among many factors.

On the other hand, a consumer sometimes develops a suitable business

implementing an original business method conceived by a consumer quickly and originally by active participation of consumers via a communication network in not only conceiving the business method but also implementing. The above object is achieved by a method of implementing a business method conceived by a consumer by participation of consumers in implementing the business method, comprising the steps of: gathering business methods conceived by consumers that coincide with a basic business method concept of a company; and discussing via a communication network at least one of the gathered business methods, between a conceiver of the business method and the company, in order to implement the business method as an executable method.

For the purpose of this invention, the word "the consumer" includes anyone who makes use of goods and service presented by the company, for example, an expert such as a management consultant and people of experience or academic standing, an employee of the company, an office worker, a housekeeper and a student, etc. And the term "the communication network" refers to the network making it possible to communicate between the company and the consumers and the consumers with one another. Examples of the communication networks are Internet, Intranet, PC communication network, telephone network, in particular Internet. The company and the consumers can connect each other via the communication network by suitable connecting means, for example, a PC, a telephone and a facsimile, etc. The term "the basic business method concept of the company" refers to a basis presented from the company as the point of departure in gathering the business methods, for example, "expanding the range of business", "starting business in a new field", "developing a new

business method as an executable method which increases the added value of the improved method.

A further object of this invention is to provide the method of increasing quality of the business methods conceived by consumers so that the methods are easily implemented to the point of being an executable method. This object is achieved by the method, wherein the conceiver of the executed method becomes at least one of a stockholder and a business partner of the company, and also by the method, wherein a predetermined proportion of profit obtained by executing the core method is shared with the conceiver of the executed method.

BRIEF DESCRIPTION OF THE DRAWINGS

Fig. 1 is a flow chart of a method of implementing a business method conceived by a consumer in accordance with the present invention.

Fig. 3 shows a discussion via Internet between a conceiver and a company.

Fig. 4 shows a discussion via Internet among a conceiver, a company and

additional consumers.

Fig. 5 is a summary drawing showing a result of the present invention.

DETAILED DESCRIPTION OF THE INVENTION

Preferred embodiments of the present invention and its advantages are best understood by referring now to Fig. 1 through 5 of the drawings. Fig.1 shows the action of the method of implementing the business method of this invention, and Fig.2 shows the construction of the system for implementing the business method of this invention. As known from Fig. 2, the system of this invention includes a computer of the company 1 and a computer of the consumer 3, and the computer of the company 1 and the computer of the consumer 3 are connected via Internet 2 as the communication network. The company and a plurality of consumers can communicate with one another via Internet 2.

As shown in Fig.1, the company which plans to implement the business method conceived by the consumer, before gathering information about the business methods conceived, firstly establishes the basic conception of the business plan by the company, and arranges the postulates as a basis on which consumers conceive the business methods that coincide with the basic conception of the company (S101). The postulates, here, refer to the absolute requirements matching with the basic conception as the point of departure, for example "a business method concerning goods using newly developed material", and "a business method utilizing the Internet", etc.

Next, the company prepares the home page that describes gathering of the business methods, and opens the home page to consumers via Internet 2 from

the computer of the company 1(S102). It is suitable that the home page has input sections for the information necessary to contact the conceiver, for example the name, the address, and e-mail address of the conceiver, and the information of the business method conceived, for example, the object of the method, the abstract of the method, a flow chart, and block diagrams, etc. Opening the above home page via Internet gives a quick and widespread announcement to various kinds of consumers. The usage of other media, for example newspapers, magazines, TV, at the same time can increase the effect of the announcement

The consumer who has read the home page, conceives the business method that coincides with the basic conception of the company and the postulates, then accesses the above home page via Internet 2 from consumer computer 3, and proposes the conceived business method by inputting the information of the business method to the input sections of the home page (S103). This leads to the quick and mass gathering of business methods that coincide with the basic conception of the company. The company can of course receive the application in writing.

As to those business method which the company considers implementing, the company and the conceiver discuss the business method in order to modify it and implement it to an executable method. The discussion is carried out via Internet 2 between the company computer 1 and the consumer computer 3 (S104) in the embodiments of, for example, a bulletin board system, chat, and e-mail. The participants to the discussion are selected depending on confidentiality, potentiality and urgency of starting the business method, etc. The discussion may be carried out between the company and the conceiver as shown in Fig.3, or

additional consumers, such as experts in the field to which the discussed business method relates and the conceivers who have conceived similar business methods, can participate in the discussion as shown in Fig.4. The experts in the field to which the discussed business method relates are, for example, a management consultant and people of experience or academic standing, etc. The discussion between the company and consumers results to implement the discussed business method originally, and the quick implementation of the business method and the quick startup of the business are possible by utilizing Internet 2. And, in the case that the suggestion of other consumers, other than the company and the conceiver is taken into consideration, the original and well-thought out business method can be implemented from various points of view. A discussion without using the Internet can be of course carried out, for example discussions in the form of a video conference meeting, a telephone meeting and communication via facsimiles.

If the discussed business method is implemented to the point of being an executable method by discussing via Internet, the company selects it as the core method to be executed (S105), and rewards the conceiver of the core method as a stockholder and/or a business partner of the company (S106). By rewarding the conceiver of the core method as a stockholder and/or a business partner of the company, the conceiver can directly take part in management of the company, and can receive benefit from healthy management of the company. This increases the gathering of potential business methods, increases quality of the gathered business methods, and increases quality of discussion between the company and the consumers. And, the company executes the business method

based on the above core method (S107).

Next, the company plans to increase the added value of the core method. The company prepares the homepage describing the core method executed together with an announcement that it is gathering additional business methods conceived by consumers that increase the added value of the core method, and opens the homepage to the public via Internet 2 from the company computer 1 (S108). Opening the above home page via the Internet gives a quick and widespread announcement as in the case of gathering of the core methods. The usage of other media, for example newspapers, magazines, TV, at the same time can increase the effect of the announcement. By gathering the business methods that increase the added value of the basic method from consumers via the Internet, it is possible to implement and strengthen the core method quickly and originally.

The consumer who has read the above home page, conceives a business method that increases the added value of the core method, then accesses the above home page via Internet 2 from the consumer computer 3, and proposes the conceived business method (S109). This leads to the quick and mass gathering of business methods that increase the added value of the core method.

As to those business method which the company considers implementing, the company and the conceiver discuss the business method in order to modify it and implement it to the point of being an executable business method. The discussion is carried out via Internet 2 between the company computer 1 and the consumer computer 3 (S110). The participants to the discussion are selected depending on confidentiality, potentiality and urgency of starting the business

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sections for the name, the address, and e-mail address of the conceiver, and the object of the conceived method, the abstract of the method, a flow chart, and block diagrams as well as the announcement of gathering such proposed business methods from consumers, and opens the home page to consumers via the Internet from the company computer. The consumers B, C and D who have read the home page, conceive business methods that coincide with the above basic concept of the company and the postulates, and access the above home page via Internet 2 from each computer, and propose the business methods by inputting the information to the input sections. The company A selects the method conceived by the consumer B, "the method of mediating between the company A and consumers by delivering maintenance information to consumers". The company A discusses via the Internet details of the contents and how to deliver, with the conceiver B and the system engineer E as the expert, in order to implement the method to the point of being an executable method, and then the company A executes the sufficiently implemented method. The company A rewards the conceiver B by making B as a business partner.

Next, the company A plans to increase the added value of the above method. The company prepares the homepage describing the outline of the method executed, that is, "the method of mediating between the company A and consumers by delivering maintenance information to consumers", together with an announcement of gathering proposed business methods conceived by consumers that increase the added value of the above method, and opens the homepage to the public via the Internet from the company computer. The consumers F, G and H who have read the above home page, conceive business

methods which increase the added value of the above method, access to the above home page via the Internet from each computer, and propose the conceived business methods. The company A selects the method conceived by the consumer F, "the method of searching for maintenance information delivering to consumers efficiently". The company A discusses via the Internet how to search in detail, with the conceiver F and the system engineer E as the expert, in order to implement the method to the point of being an executable method, and the company A executes the sufficiently implemented method. The company A rewards the conceiver F as a business partner.

After one year from starting the method, the company A has better profit obtained by executing the methods conceived by B and F. So the company A shares, for example, 5% of the profit to B and 2% to F, and discloses to the public via the Internet as to the information containing the business methods executed, the name of B and F, the situation of executing the methods, and the profit obtained by executing the methods. Fig.5 shows the summary drawing of the above example.

As explained above, the original and quick implementing of the core method and further the improved method is achieved, according to the method and the system of this invention. Therefore, continuous strengthening of the competitive power of the business method and expanding business are produced.

The invention being thus described, it will be obvious that the same may be varied in many ways. Such variations are not to be regarded as a departure from the spirit and scope of the invention, and all such modification as would be

obvious to one skilled in the art are intended to be included within the scope of the following claims.

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